

FACULTY OF MANAGEMENT

P.G. Diploma in Business Management (CDE) Examination, November 2020

Subject: Principles of Management and Organizational Behavior

Paper I

Time: 2 Hours

Max. Marks: 80

PART A (4x5=20 Marks)

Note: Answer any Four questions.

1. Behavioural Approach
2. Planning
3. Unity of Direction
4. Authority and Responsibility
5. Group Cohesiveness
6. Two factor theory
7. Job Satisfaction
8. Training Workers & Supervisors

PART B (4x15=60 Marks)

Note: Answer any Four questions.

9. What is Scientific Management? Characteristics and objectives of Scientific Management?
10. Explain Management Process and functions?
11. Write an essay on the line Organizational and Staff Organization?
12. Difference between, process of Centralization and decentralization.
13. What is Human Behaviour? What are the factors and forces that effect human behavior?
14. What is "group cohesions" factors, importance and consequences of group cohesiveness?
15. Briefly explain Abraham Maslow's Hierarchy theory?
16. Discuss the National of Organizational Culture as applied to a given human service organization?
17. What is Conflict? Explain different types of Organization Conflicts?
18. What is Crisis? What steps do you suggest for effective Management of a crisis?

FACULTY OF MANAGEMENT

P.G. Diploma in Business Management (CDE) (YWS) Examination,

November 2020

Subject: Modern Economic Analysis

Paper II

Time: 2 Hours

Max. Marks: 80

PART A (4x5=20 Marks)

Note: Answer any Four questions.

1. Time-Perspective
2. Demand function
3. Iso costs
4. Statuary pricing
5. Aggregate demand
6. Suppressed inflation
7. Exports
8. First five year plan

PART B (4x15=60 Marks)

Note: Answer any Four questions.

9. Explain the opportunity cost concept, how it useful to the Business economist in business decision making?
10. Explain the nature and scope of a business economy in the business?
11. What are the different statistical demand forecasting methods are usually used by Indian Managers?
12. What is meant by Demand function? Demand schedule and Demand curve? Explain the important determinants of demand?
13. How does a producer attain equilibrium? Illustrate with the help of Isoquants.
14. Explain the following with suitable examples (i) Fixed Cost (ii) Variable Cost.
15. Explain the features of Monopoly. How price and output decisions are taken Under Monopoly?
16. Explain the features of Oligopoly, How price and output decisions are taken Under Oligopoly?
17. Define the inflation? Explain various types of inflation?
18. Explain the merits and demerits of recent five plan?

FACULTY OF MANAGEMENT

P.G. Diploma in Business Management (CDE) (YWS) Examination,
November 2020

Subject: Business Statistics & Quantities Techniques

Paper III

Time: 2 Hours

Max. Marks: 80

PART A (4x5=20 Marks)

Note: Answer any Four questions.

1. Standard deviation
2. Mean=35.4, Median=34.3, find the mode?
3. Least square method
4. Laspeyre's quantity index
5. The harmonic mean of 2,3,4
6. Probability
7. Decision tree Analysis
8. Negative correlation Analysis

PART B (4x15=60 Marks)

Note: Answer any Four questions.

9. What are the properties of a good measure of Central Tendency?
10. Calculate mean, median & mode, from the following data?

Variable	0-10	10-20	20-30	30-40	40-50	50-60	60-70
Frequency	6	5	8	15	7	6	3

11. Calculate the Rank correlation for the following data of ranks & comments?

A	24	29	19	14	30	19	27	30	20	28
B	37	35	16	26	23	27	19	20	16	11

12. A enquiry into 50 families to study the relationship between expenditure on Housing (RsX) and expenditure on food (Rs. Y) give the following results $\Sigma x=8500$ $\Sigma y=9600$, (i) obtain the Regression lines of X on Y and Y on X (ii) When $X=200$, determine value of $Y=?$
13. From the following data calculate prime index number for 1998 with 1995 as base by (i) Peasche's Price Index (ii) Fisher's ideal method

Commodity	1995		1998	
	Price	Quantity	Price	Quantity
A	20	8	40	6
B	50	10	60	5
C	40	15	50	15
D	20	20	20	25

14. Fit a trend line to the following data and estimate the sales for the year 2016?

Years	2005	2006	2007	2008	2009	2010	2011
Sales Rs.(000)	75	82	90	92	90	92	95

15. Explain the role of linear programming in managerial decision making?

16. A, B, C are three mutually exclusive and Exhaustive events find $P(B)$?
If $\frac{1}{3} P(c) = \frac{1}{2} P(A) = P(B)$.

17. A horse is running in a race at odds of 10 to 1, should I bet Rs.10 on it to win?

18. A small retailer has studies the weekly receipts and payments over the past 100 weeks and developed the following set of information.

Weekly Receipt	Probability	Weekly Payment	Probability
2000	0.20	3000	0.30
4000	0.20	5000	0.30
6000	0.40	7000	0.20
8000	0.30	9000	0.20

Using the following of random numbers simulate the weekly patterns of receipts of payments, for 12 weeks. Determine the Average weekly receipts & payments from simulated data.

Random numbers for

Receipts: 38,55,91,03,17,46,32,43,24,22,72,69.

Payments: 96,30,20,32,03,61,88,43,48,28,91,79.

FACULTY OF MANAGEMENT

P.G. Diploma in Business Management (CDE) Examination, November 2020

Subject: Financial Accounting

Paper IV

Time: 2 Hours

Max. Marks: 80

PART A (4x5=20 Marks)

Note: Answer any Four questions.

1. What are money measurement concept and cost concept?
2. Define Depreciation. Why is the need for it?
3. What is accounting equation?
4. What is window dressing?
5. What are leverage ratios?
6. What is funds flow statement?
7. What is CCA method?
8. What is Replacement Cost approach?

PART B (4x15=60 Marks)

Note: Answer any Four questions.

9. Explain the accounting cycle.
10. Describe the principles and conventions of accounting.
11. Explain the methods of inventory valuation.
12. On 31st January 2000. A firm purchased 1st January, 2001 and on 1st July 2003 to the value of Rs.28,500 and Rs.25,200. Residual values being Rs.1,500 and Rs.1,200 respectively. You are required to prepare a Machinery Account for the first four years if depreciation is written off according to Straight Line Method assuming that the estimated Working life of the asset is 10 years and its Scrap Value Rs.15,000 at the end of its life.
13. Explain the legal and audit requirements relating to external reporting.
14. Following is the Trial Balance of Neelam Ltd. As at 31 Dec 2010:

Particulars	Dr. (Rs.)	Cr. (Rs.)
Cash	18,138	
Accounts Receivable	82,425	
Opening Stock	1,09,807	
Land	2,00,000	
Building	85,400	
Accounts Payable		30,975
Taxes Payable		24,345
Retained earnings		1,10,500
Sales		6,70,000
Purchases	4,25,000	
Salaries	1,20,500	
Wages	86,250,4,500	
Insurance	4,500	
Capital		3,00,000
Advertising	3,800	
	11,35,820	11,35,820

The following adjustments are required:

1. Closing Stock Rs.1,60,000
2. Depreciation on land and buildings at 5% per annum
3. Salaries earned but not paid Rs.35,000
4. Interest outstanding during the year Rs.700.

From the aforesaid information prepare the trading and profit and loss account for the year ended 31st December 2012.

15. Explain the difference between Cash flow statement and Funds Flow statement.
16. From the following details, calculate (i) Current ratio (ii) Quick ratio (iii) Inventory turnover Ratio (iv) Debtors turnover ratio assuming Sales to be Rs.20,000.

	Rs.
Fixed Assets	1,00,000
Stock	30,000
Debtors	20,000
Cash	40,000
Prepaid expenses	10,000
Creditors	30,000
Reserves	10,000

17. Explain the methods of accounting for price level changes.
18. Describe the methods of valuation of Human Resource Accounting.

FACULTY OF MANAGEMENT**P.G. Diploma in Business Management Examination, November 2020****Subject: Marketing Management****Paper – VI: Optional Paper - II****Time: 2 Hours****Max. Marks: 80****PART A (4x5=20 Marks)****Note: Answer any Four questions.**

1. Brand Extension
2. Durable Product
3. Cross Selling
4. Product Line
5. Market
6. Delphi Method
7. Marketing mix
8. FMCG

PART B (4x15=60 Marks)**Note: Answer any Four questions.**

9. Explain the importance of marketing management in today's environment?
10. Explain in detail about the marketing concept with an example?
11. Explain the role of functional relationship in marketing system?
12. Explain the Economic, Social and Political aspects of marketing environment?
13. Discuss the characteristics of consumer goods in detail?
14. Define industrial market? Discuss the nature of industrial marketing?
15. Explain the different models of buyer behavior?
16. Explain the different methods of sales forecasting?
17. Discuss the different methods of marketing segmentation?
18. Discuss in detail about the organization of the marketing department?

INTERNAL ASSIGNMENT QUESTIONS
P.G. Diploma in Business Management

ANNUAL EXAMINATIONS
2021



PROF. G. RAM REDDY CENTRE FOR DISTANCE EDUCATION
(RECOGNISED BY THE DISTANCE EDUCATION BUREAU, UGC, NEW DELHI)

OSMANIA UNIVERSITY

(A University with Potential for Excellence and Re-Accredited by NAAC with "A" + Grade)

DIRECTOR
Prof. G.B. Reddy
Hyderabad – 7 Telangana State

**PROF.G.RAM REDDY CENTRE FOR DISTANCE EDUCATION
OSMANIA UNIVERSITY, HYDERABAD – 500 007**

Dear Students,

Every student of **PG Diploma in Business Management** Course has to write and submit **Assignment** for each paper compulsorily. Each assignment carries **20 marks**. The marks awarded to you will be forwarded to the Controller of Examination, OU for inclusion in the University Examination marks. The candidates have to pay the examination fee and submit the Internal Assignment in the same academic year. If a candidate fails to submit the Internal Assignment after payment of the examination fee he will not be given an opportunity to submit the Internal Assignment afterwards, if you fail to submit Internal Assignments before the stipulated date the Internal marks will not be added to University examination marks under any circumstances.

ASSIGNMENT WITHOUT THE FEE RECEIPT WILL NOT BE ACCEPTED

Assignments on Printed / Photocopy / Typed papers will not be accepted and will not be valued at any cost. Only hand written Assignments will be accepted and valued.

Methodology for writing the Assignments:

1. First read the subject matter in the course material that is supplied to you.
2. If possible read the subject matter in the books suggested for further reading.
3. You are welcome to use the PGRRCDE Library on all working days including Sunday for collecting information on the topic of your assignments.
(10.30 am to 5.00 pm).
4. Give a final reading to the answer you have written and see whether you can delete unimportant or repetitive words.
5. The cover page of the each theory assignments must have information as given in FORMAT below.

FORMAT

1. NAME OF THE COURSE :
2. NAME OF THE STUDENT :
3. ENROLLMENT NUMBER :
4. NAME OF THE PAPER :
5. DATE OF SUBMISSION :
6. Write the above said details clearly on every assignments paper, otherwise your paper will not be valued.
7. Tag all the assignments paper-wise and submit
8. Submit the assignments on or before **30-08-2021** at the concerned counter at PGRRCDE, OU on any working day and obtain receipt.

DIRECTOR

P.G. DIPLOMA IN BUSINESS MANAGEMENT

INTERNAL ASSESSMENT

PAPER – I : PRINCIPLES OF MANAGEMENT AND ORGANISATIONAL BEHAVIOUR

SECTION - A

UNIT – I : Answer the following short questions (each question carries two marks)

5x2=10

1. Describe the features of Management.
2. What are the advantages of decentralisation?
3. What is group cohesiveness?
4. What are the needs mentioned by Maslow in a hierarchy?
5. How do you restore conflicts?

SECTION – B

UNIT – I : Answer the following questions (each question carries two marks)

2x5=10

1. Justify management as a process and discuss its functions.
2. Explain the internal and external factors that influence the working of organisation.

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INTERNAL ASSESSMENT

PAPER – II : MODERN ECONOMICS ANALYSIS

SECTION - A

UNIT – I : Answer the following short questions (each question carries two marks)

5x2=10

1. What is opportunity Cost ?
2. Discounting Principle
3. Cross Elasticity of demand
4. Utility.
5. Uncertainty.

SECTION – B

UNIT – I : Answer the following questions (each question carries two marks)

2x5=10

1. Write the nature and scope of business economics.
2. Explain various determinants of demand.

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INTERNAL ASSESSMENT

PAPER – III : BUSINESS STATISTICS & QUANTITATIVE TECHNIQUES

SECTION - A

UNIT – I : Answer the following short questions (each question carries two marks)

5x2=10

1. What is mode
2. Dispersion
3. Correlation
4. Trend line
5. Central Limit

SECTION – B

UNIT – I : Answer the following questions (each question carries two marks)

2x5=10

1. Write the need and importance of statistics in management
2. Explain the various methods of Time series

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INTERNAL ASSESSMENT

PAPER – IV : FINANCIAL ACCOUNTING

SECTION - A

UNIT – I : Answer the following short questions (each question carries two marks)

5x2=10

1. What are the conventions of accounting?.
2. Differentiate between Straight line Method and Diminishing Balance Method
3. How are NBFCs different from Banks ?
4. What is window dressing ?
5. What is Inflation accounting ?

SECTION – B

UNIT – I : Answer the following questions (each question carries two marks)

2x5=10

1. Explain the classification of Ratios.
2. Describe the methods of Human Resource Accounting.

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INTERNAL ASSESSMENT

PAPER – V : PERSONNEL MANAGEMENT

SECTION - A

UNIT – I : Answer the following short questions (each question carries two marks)

5x2=10

1. Explain Delphi Technique.
2. Job rotation Vs Job enlargement.
3. What are the arguments for and against promotion by seniority systems ?
4. How do you classify rewards ?
5. What is the importance of code of discipline.

SECTION – B

UNIT – I : Answer the following questions (each question carries two marks)

2x5=10

1. Briefly comment on the managerial and operative functions performed by a personnel manager.
2. Explain the need for “executive development “ programmes in model organisation.

P.G. DIPLOMA IN BUSINESS MANAGEMENT

INTERNAL ASSESSMENT

PAPER – VI : MARKETING MANAGEMENT

SECTION - A

UNIT – I : Answer the following short questions (each question carries two marks)

5x2=10

1. Define marketing and explain the marketing mix.
2. What is marketing system and what are its functions ?
3. Explain the various types of consumer goods.
4. What are the variables in demographic segmentation?
5. Explain the methods of demand measurement and sales forecasting. .

SECTION – B

UNIT – I : Answer the following questions (each question carries two marks)

2x5=10

1. Discuss marketing environment with special reference to technological and legal aspects.
2. Discuss the Stimulus – response model of buyer behaviour with a suitable example
